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United States Patent [19]**Elmer**[11] **Patent Number:** **5,711,100**[45] **Date of Patent:** **Jan. 27, 1998**[54] **VEHICLE ADVERTISING SIGN, SYSTEM
AND METHOD**[76] **Inventor:** **William A. Elmer**, 1010 Temple Grove
Ct., Winter Park, Fla. 32789[21] **Appl. No.:** **74,598**[22] **Filed:** **Jun. 14, 1993**[51] **Int. Cl.⁶** **G09F 21/04**[52] **U.S. Cl.** **40/592; 40/600; 248/206.5**[58] **Field of Search** 40/592, 600, 621,
40/591; 248/206.5, 634; 224/309, 317,
321[56] **References Cited****U.S. PATENT DOCUMENTS**

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Primary Examiner—Brian K. Green[57] **ABSTRACT**

An advertising display for use above the roof of a vehicle comprises a rigid elongated and enclosed advertising member, which is of substantially triangular cross section and which can be reversibly mounted on a metallic roof with the use of magnets affixed within receptacles in the base of the display. Apparatus is provided for storing a plurality of the advertising members in a space-conserving fashion.

6 Claims, 3 Drawing Sheets